

Two Underwear Factories at Work During

November and December.

Counters and counters are filled with the happy results of our contracts. The price benefits are the most prominent features of this sale. The prices are the least ever given for the best and most liberally made garments ever put on sale by us.



Gowns 29c.

Four styles; two styles have pin tucked, hemstitched yokes, with wide cambric ruffles on neck and sleeves; the other two have yokes trimmed with embroidery insertings; just such Gowns as you have paid 39c to 45c; sizes are 16, 17 and 18; there are 600 to select from.

39c FOR GOWNS with two rows of embroidery insertings, square neck, empire style, lace trimmed; half a dozen styles at this price.

50c FOR GOWNS in a variety of styles, with embroidery insertings across, up and down V, square or round neck, made of good muslin and finished with hemstitched tucks.

80c FOR \$1.50 AND \$1.00 GOWNS, in five styles, all trimmed with delicate nainsook embroidery, and finished with ribbon headings and ribbons.

95c FOR \$1.00 TO \$2.00 GOWNS, materials of nainsook, long cloth and Marseilles cotton, ten styles, trimmings are nainsook, Swiss and cambric embroideries, and Val and cluny laces; special attention has been paid to the materials in, and making of, these garments.

There are plenty of other prices up to the finest Parisian lingerie styles after the French models.

25c for Skirts.

25c for Modesty Skirts, neatly trimmed, with hemstitched ruffle.

30c FOR FULL LENGTH WALKING SKIRTS, cambric or lawn ruffles and hemstitched tucks.

45c FOR SKIRTS with two rows of torchon lace insertings, usual price 60c.

70c FOR SKIRTS in three styles, embroidered, umbrella ruffle, lawn ruffle, with three rows of dunny lace insertings, and another style trimmed with model lace; the best that can be made at \$1.

85c AND 95c FOR SKIRTS, such as we or no one else has ever sold under \$1.40 to \$1.75. A variety of styles and nearly 100 dozen to choose from.

\$1.75 FOR \$2.25 TO \$3.00 EMBROIDERED OR LACE TRIMMED SKIRTS; one style has a 21-inch ruffle, trimmed with Duchess lace insertings and pin tucks and wide lace edge, with dust ruffle.

There are other Skirts made especially for evening wear, with wide ruffles of fine Val. laces, at \$2.00, \$3.75 and to \$4.

12 1-2c for Drawers.

12 1-2c for Muslin Drawers, with hemstitched cambric ruffle, as good as 20c will buy ordinarily.

10c FOR MUSLIN DRAWERS, made of good materials, with a deep cambric ruffle and hemstitched tucks.

25c A PAIR FOR OVER 300 DOZEN pairs of Muslin Drawers, such as are usually sold at 35c and 39c, neatly trimmed.

30c FOR DRAWERS with embroidered ruffles.

Others at 50c, 75c and 95c, each as good values as the above.

500 Dozen Corset Covers.

Prices start, for the Fancy, Full Trimmed Covers, at 20c, which gives you a garment such as you have never bought under 40c.

30c FOR LACE TRIMMED 50c TO 55c COVERS, trimmed in the new laces, ribbon heading and ribbon ruffles.

50c FOR LINGERIE COVERS, in a half dozen styles, low necks, trimmed back and front; all have French cut, full fronts; 85c would be the ordinary price on any in this lot.

Other Covers at 60c, 75c, 85c and up to \$2.50.

The Cohen January Sale

Governs a New Era in Merchandising.

Merchandise of every possible class that it is advisable and possible to collect to advantage, and which, under normal conditions, would at least average a full third more, is placed on sale. Goods span new, and ready to start good housekeepers agoing and keep the store busy.

Prices Less Now than possible in the hereafter, because the selling is like paying you to keep us at work.

Read what your store has prepared for you.

Latest 25c Novelties in Neckwear, 10c

180 dozen new Wash Neckwear, tab and stock collars and turn-overs, embroidered or lace, trimmed; choice of these 25c Neckwear 10c.

500 Yards of Mill-End Ribbons

Both Plain and Fancy Ribbons, worth 25c, for 12 1-2c a yard.

8-inch White Satin Taffeta Ribbons, 21c a yard.

A lot of Mill Ends of White Satin Taffeta Ribbons, 1 1-2 to 2 inches wide, white and yellow only, 12c a yard.

2 1-2 inch All Silk Satin Taffeta Ribbons every color, made to sell at 10c, for 12 1-2c a yard.

1 1-2 inch Good Quality White Taffeta Ribbons, 11c a yard; a bargain at 10c.

4-inch White Satin Taffeta Ribbons, 12c a yard.

Savings in Linings

25 pieces of Black, Brown and Navy Mercerized Satteen Linings, a great bargain at 12 1-2c a yard.

10 pieces Black Near Silk Linings, a good value, for 10 3-4c a yard.

Other bargains in Linings, too.

The Cohen Rummage Sale

Is the January help for the belated buyers of winter goods or any merchandise that is liable to be pushed out of business the coming season—such as Ready-Made Outer Garments, Furs, Knit Underwear, Dress Fabrics, Carpets, Curtains, etc., etc.

This season, with an enormous stock on hand, we are making price cuts so deep that the pruning knife has its blade bent beyond recognition.

The Rummage in the Silk Stock

Is designed to clean up some 6,000 yards in one day. When we put prices regardless of their heretofore cost or price and utterly regardless of value, we cannot afford to dwell long on the selling. These Silks and Silk Fabrics are put in lots as follows:

10c, 15c, 19c, 25c, 39c, 50c, 55c, 75c, \$1.25

At the latter price you get Silks that cost over \$2 to buy.

At 75c you get Silks that cost to \$1.50.

At 55c you get all the Silks that were \$1.

Nothing like this has ever been done before, even by us.

Such experiment cannot hold goods beyond a day or two.

Ready Made Garments for Almost Nothing.

Whatever we get for them now is more, than they will bring a year hence. We have practical experience of this fact, and that is why we make these prices.

Women's Coats that have been to \$6 and \$7 are on sale for \$1.50.

\$16 Long Covert Coats, very latest style, are marked \$3.50.

The Kersey and Melton Coats that were up to \$20 you can buy for \$5.50.

Covert Cloth Jackets that sold readily at \$3.95 are now \$4.75.

Women's and Misses' All Wool Tourist Coats, up to \$10, choice \$3.50.

Children's Coats, the prettiest of the season, have been \$6, are marked \$3.50.

Women's Dresses of finest broadcloth and other materials, have been to \$6, sale price Monday \$2.50.

All the Dresses that were \$22.50 to \$25.00, choice \$15.

All the \$9 to \$12.50 Dresses, in all styles, choice \$5.

Women's Skirts

are in the sale; they were \$3.50 to \$6.25, choice \$2.50.

New Kilt Plaited Skirts, just arrived, ordered a month ago to sell for \$3.25; now they will be sold for \$5.

All these hundred Skirts are sold in the same way.

Kimonas and other negligee garments of flannel-ette and crepe are marked 75c each.

Come and Rummage for the Baby's Outfit.

or any part of it. The time for you to buy is when we are ready to sell.

Infants' \$1.25 White Bedford Cord Cloaks, long or short, for 75c.

All that were up to \$3.50 are \$2.25 each.

5c to \$7.50 ones are \$4.

5c Drawer Bodies, 18c.

Infants' Caps, all that were up to 60c, choice 25c.

Caps to \$1 are 50c.

Children's Colored Cloth Cloaks, some 400 to choose from, for almost nothing; were priced up to \$3.50, for \$1 each.

Coats priced to \$5 for \$2.

Coats priced to \$5.50 for \$3.50.

And so for all the rest.

Second Floor.

Silk Shirt Waists.

All sizes, in colors, were \$3.45, for \$1.50.

Black Silk Waists, \$3.25, for \$2.

Sale of 500 Shirt Waists.

Brilliantine, All Wool

French Flannel, All Wool Broadcloth, Silk Pongee and others, were priced up to \$3.25, choice Monday, each, 95c.

Second Floor.

The Art Department is Waiting, Too.

Such prices have never been made before and probably will not be made again in twelve months.

Scissors and Centerpieces, Shams, Applique, Lace Work, Braided, choice of nearly 60 pieces, for each, 10c.

40c Yellow Tops, almost every description, the best and prettiest 50c ones produced this season, choice Monday, each, 25c.

Lithograph and other Cushion Tops, that were marked to 30c, choice 10c.

A counter full of Hand-some Hand-Made Renaissance, Ten a rife, Cluny and Mexican Work, that show hand-lining, marked at special closing prices.

A Rummage Through Rugs and Druggets.

3x4 yard Ingrain Druggets for \$3.95, in all colors.

3x4 yard Tapestry Brussels Druggets, were \$15.50, for \$11.50.

3x4 yard Wilton Velvet Druggets, were \$22.50, for \$17.50.

3x4 yard Axminster Druggets, floral or Persian effects, were \$25, for \$18.50.

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Smith Axminster Druggets, 3x4 yards, floral or Persian effects, for \$11.50.

Smith Moquette Hearth Rugs, 1x2 yards, for \$4.95.

Smith Moquette Rugs, 2x30 inches, for \$1.45.

Smith Moquette Mats, 1x30 inches, for 90c.

The January White Goods

are made to differ in price from those that you look for when the season is ripe for them. Our chances to buy them under price is shown in every piece.

3,000 yards 40-inch wide White India Linon to be sold at 5 3-4c a yard.

IRISH DIMITIES, the sheer, pin stripes, some 3,000 yards; these are 8 1-2c a yard.

40 INCHES WIDE SHEER INDIA LINON, the same quality sold at 20c and 25c; the price is 12 1-2c a yard.

LONG CLOTH that costs \$1.25 a piece of 12 yards, sells for 5 3-4c a yard.

NEARLY 5,000 YARDS OF HEAVY MERCEURIZED FANCY FABRICS for dresses and waists, the value of which is up to 45c; choice is 10c a yard.

MERCERIZED OXFORDS for waists, 20c quality is 10c.

PERSIAN LAWNS, India Linons, Dimities, Damask and all the other White Goods at less than usual wholesale cost.

The Linen Business

should all be done at Cohen's. We fixed the prices for the best linens, so that those who are not in the habit of buying linens here would do well to attend this January Linen sale.

PURE SHEER LINEN LAWN, extra bleached, the quality that is perfectly reliable and has never been sold under 30c full yard wide; the sale price 25c.

40 YARDS WIDE TABLE DAMASK; you can bring samples from anywhere at \$1.25 and not find them as good, likely; the price of this is 85c.

HEAVY 35c HAND LOOM TABLE LINENS, recommended by the Irish maker to wear fifty years; the price is 50c a yard.

THE BEST QUALITY MERCERIZED TABLE LINENS, in the

most beautiful damask designs; prices is 30c a yard.

MERCERIZED DINNER NAPKINS, 70c a dozen.

ALL LINEN DINNER NAPKINS, \$1 a dozen.

\$2.50 AND \$3.50 3-4 DINNER NAPKINS for \$2 and \$2.75 a dozen.

You can see the best Dinner Napkins, in 3-4 size, that cost \$6, and buy them here at \$4.50.

HUCK TOWELLING, 6 1-4c a yard.

LINEN HUCK TOWELS, 10c, 12 1-2c and 16 2-3c.

COTTON HUCK TOWELS, near a yard in size, 6 1-4c each.

Cohen's Embroidery and Lace Store is Ready for You

It has always meant more than all the Embroideries sold elsewhere in Richmond. There is a greatness in the styles this January that refers you to thousands and thousands of yards at half price.

There are hundreds of pieces of wide embroideries that are scarce already. You can buy these at 10c and 25c for all the newest patterns.

You can buy a couple of Embroideries at 3c and 5c a yard.

WIDE EMBROIDERIES at 7c, 10c and 12 1-2c, the duty on which is near our price.

ALLOVER EMBROIDERIES at half price—25c for 48c ones, 30c and 35c for values to \$1.

NEW EMBROIDERIES in baby patterns, also match sets, in nainsook and Swiss.

Sale of Laces Starts Monday.

A most fortunate purchase struck one of our buyers.

600 PIECES OF POINT DE PARIS and Fancy Trimming Laces, in widths to 6 inches, 30c and 12 1-2c the regular price, 5c a yard Monday.

REAL TORCHON LACES, 3c, 5c, 7c and 10c-edgings and insertings.

THE WIDE SKIRTING LACES of real torchon, with insertings to match, for 12 1-2c a yard.

COTTON TORCHONS, a big lot of new patterns, in all widths, at 3c and 5c a yard.

NOVELTY TRIMMING LACES, in insertings and edgings to match, 10c and 12 1-2c a yard.

20 PIECES OF VENICE ALLOVER LACES, in white and ecru, the most popular styles for waists, \$1.50 to \$2 values, to be sold at \$1 a yard.

HANDSOME TRIMMING LACES, in motifs, medallions and running designs, at a saving of one-fourth.

The Sale of Beddings

becomes a necessity. There are hundreds of Blankets and Comforts of every sort, that must be sold at once.

We have marked \$2.50 Blankets \$1.50.

We have marked our \$12.50 Blankets \$7.50.

We sell the \$6.75 Blanket for \$4.50. And so for all the rest.

We have marked the \$3.50 Comforts \$2.

We have marked the 60c Comforts 40c.

We have marked the \$5 Elderdown Comforts \$3.

THE \$1 WHITE CROCHET QUILTS are marked 75c.

The \$2.25 Quilts are \$1.50 and \$1.75.

The \$3.50 Satin Marseilles Quilts are \$2.50.

\$2.50.

The Roman Striped Silk Lounges' Covers are marked 75c.

3-lb. Feather Pillows are selling for 40c.

675 DOZEN SHEETS AND PILLOW CASES, Pillow Cases, to be sold in full size, for 5c each.

Hemstitched Handkerchief Border or Plain Pillow Cases, in variety of kinds, that sold to 20c; the lot will be closed at 12 1-2c.

Ulica Sheets will be sold for 62 1-2c. Other Sheets are as follows: 50c ones for 30c and usual 8c ones for 50c.

A Rummage Through the Basement and Third Floors

Some Basement Pick-Ups.

60c Tam o'Shanter, 35c.

75c to \$1 Table Covers, 50c and 50c.

Brussels Hosiery, 25c.

Yard Square Ice Oil Cloth, 17c.

50c to 75c Bureau Seats, 25c.

Women's \$1 Wrappers, 50c.

Curtain Strips, 5 3-4c a yard.

Basement Cotton Rummage.

The New Yard Wide Percales, the same qualities you pay 10c for, all the styles the manufacturers have produced, are 5 3-4c a yard.

All the new 16 and 12c Ginghams, in small styles, for dresses or aprons, are 8 1-2c a yard.

Amoskeag Apron Gingham, the best quality made, for 5 3-4c.

Flannellette, for night wear, will be closed out for 5 3-4c.

Full Yard Wide Oxford Sating, the 20c quality, sells for 10c.

Full Yard Wide Bleached Cotton is reduced to 5c.

4-4 Androscoogin Cottons reduced to 6 1-2c.

3c Apron Ginghams, 3 3-4c.

Dark Dress Flannels reduced to 3 3-4c.

A Housekeeper's Rummage in Houseware

15c each—Bavarian China Tea Plates, in violet decorations, worth \$3 a dozen.

\$1.25 for 12 Decorated Gold Stippled Bowls and Pitchers.

3c, for Plain White Coffee Cups and Saucers.

1c each—White Porcelain Dinner Plates.

1c each—Small White Steak Dishes.

1c—Plain White Bone Dishes.

15c, a set—Decorated Sugars and Creamers, with handles and edges finished in gold.

\$7—12 piece Toilet Sets with jar, either in white and gold or decorated.

60c a dozen—\$1.19 Nickel Silver Tea Spoons.

25c a dozen—50c Plated Silver Tea Spoons.

\$1.25 a dozen—\$1.75 Knives and Forks, with coron bordered handles.

40c a dozen—Thin Brown Water Tumblers.

Basement.

Books and Stationery.

Fine Writing Paper that we have sold as high as 3c is here for 10c a pound or package; many kinds have Envelopes to match.

Bibles, Prayer Books and

Hymnals, including the finest mauve, are half price now.

50c to 40c Books are now 15c.

60c to 75c Books are now 25c.

A Rummage Through the Curtain Department

Tapestry for furnishing covering, in floral designs and plain color, 50 inches wide, 75c value, 50c.

Velours, the best 75c and 85c quality, plain and figured, for 30c a yard.

Irish Point and Arabian Lace Curtains that sold up to \$7.50, for \$4.50 and \$5 a pair.

Nottingham Lace Curtains, worth 85c, for 30c a pair.

Tapestry Portieres, Oriental, floral and plain colors, that sold up to \$7.50, for \$5 a pair.

Couch Covers, in Oriental stripe, 2 yards long, extra wide, worth \$5, for \$1.95 each.

Woolen Dress Goods to be Sold in Lots.

Colored Goods

All Wool Dress Goods that sold to 60c for 18c a yard.

Another lot of Woolen Dress Goods, priced to 25c, for 18c a yard.

Imported Dress Goods that were to \$1.50 for 50c.

The fine Broadcloths that were \$1.50, \$2 and \$2.50, a choice of any kind, including black, are \$1 a yard.

The usual \$1 Broadcloths are 75c.

Black Goods

The various fabrics that were \$1.50 to \$1.55 will be in one lot, choice 75c a yard.

All Wool Fabrics, were 40c to 65c, choice 30c.

Finest goods we carry, cost \$3 to \$2.25, will be \$1.25.

Black Skirting Kersey, were 60c for 10c.

A lot of Panné Velvets, in black and colors, were 80c to \$1.25, choice 75c.

Cohen's Money is Not to Remain in Furs.

Those who have an idea that they can use a piece of fur no matter how fine or how modestly priced, the price now will be as they cannot be again for a year. They are to be gotten out of our way in this manner.

Real Mink Pieces that were \$25 for \$15; some were \$55, for \$37.50; others that were \$29 are \$19.50.

Persian Lamb Muffs or Collars, were \$9, for \$3.

Brook Mink Scarfs, \$1.

\$3.75 Fur Neck Pieces, \$1.95.

See the Leather Goods.

Lot of Combination Pocket Books and Card Cases, show handling; some of them were \$1.50 to \$2.50, take your pick Monday for 25c.

60 Leather Wrist Bags, with chains, sold to \$3.50, for \$1 each.

25 White Silk Belts, sold for \$1 and \$1.50, for 80c each.

25c to 39c Silk Fans, 12 1-2c

White Silk Fans, were 25c, 28c and 30c, for 12 1-2c each.

Sterling Silver Half Price.

Sterling Silver Brush and Comb Sets, were \$2.50, for \$1.25.

Sterling Flaggree Cologne Bottles, were \$1.75, for \$1.

Sterling Bells, were 25c, for 12c.

Sterling Hat Brushes, were 50c and 60c, for 25c.

40 odd pieces of Sterling Silver on the counters at one-half their marked price.

50c Chiffon Veiling 10c.

300 yards Chiffon Veiling, was sold for 25c to 50c, for 10c a yard.

Buttons and Pins.

500 dozen Pearl Buttons, in all sizes, for 2c a dozen.

Another lot of Pearl Buttons, worth 10c, for 5c a dozen.

50 gross of English Pins, 400 to a paper, 2c a paper.

Sale of Toilet Soaps.

High Grade Palm Soap, 1c a cake.

Witch Hazel Soap, perfumed, special price 1c a cake.

"My Sweetheart" Toilet Soap, perfumed, 5c a cake.

High Grade Toilet Soap, 2 1-2c a cake.

Cohen's Special Glycerine Soap, 6c a cake.

Rummage Corset Prices

are in your favor by one-half and more for these lots.

70c Corsets, choice of a lot for 50c.

\$1 to \$1.50 Corsets, choice of the lot, 70c.

\$2 to \$3 Corsets, choice of the lot \$1.50.